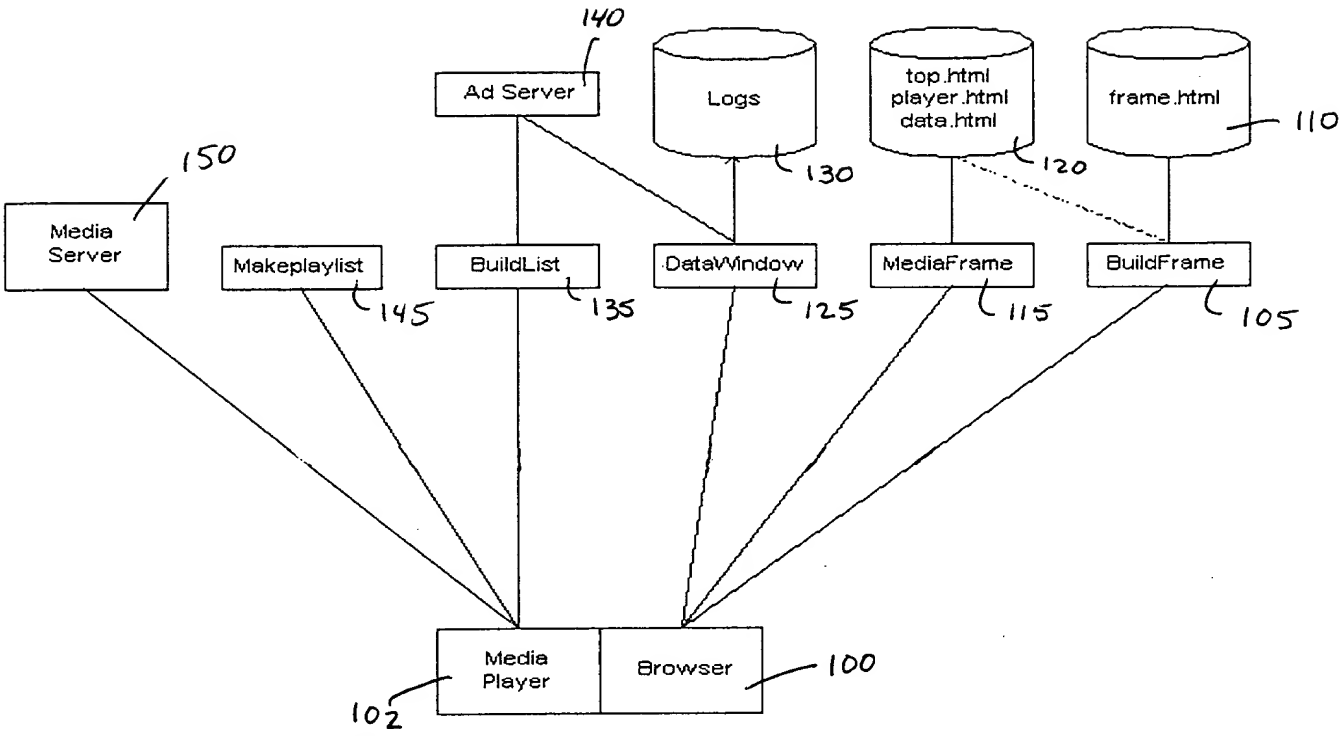
140
Ad Server
Logs
top.html
player.html
data.html
frame.html
110
150
Media
Server
Makeplaylist
145
BuildList
135
DataWindow
125
MediaFrame
115
BuildFrame
105
130
120
Media
Player
Browser
100
102

Figure 1

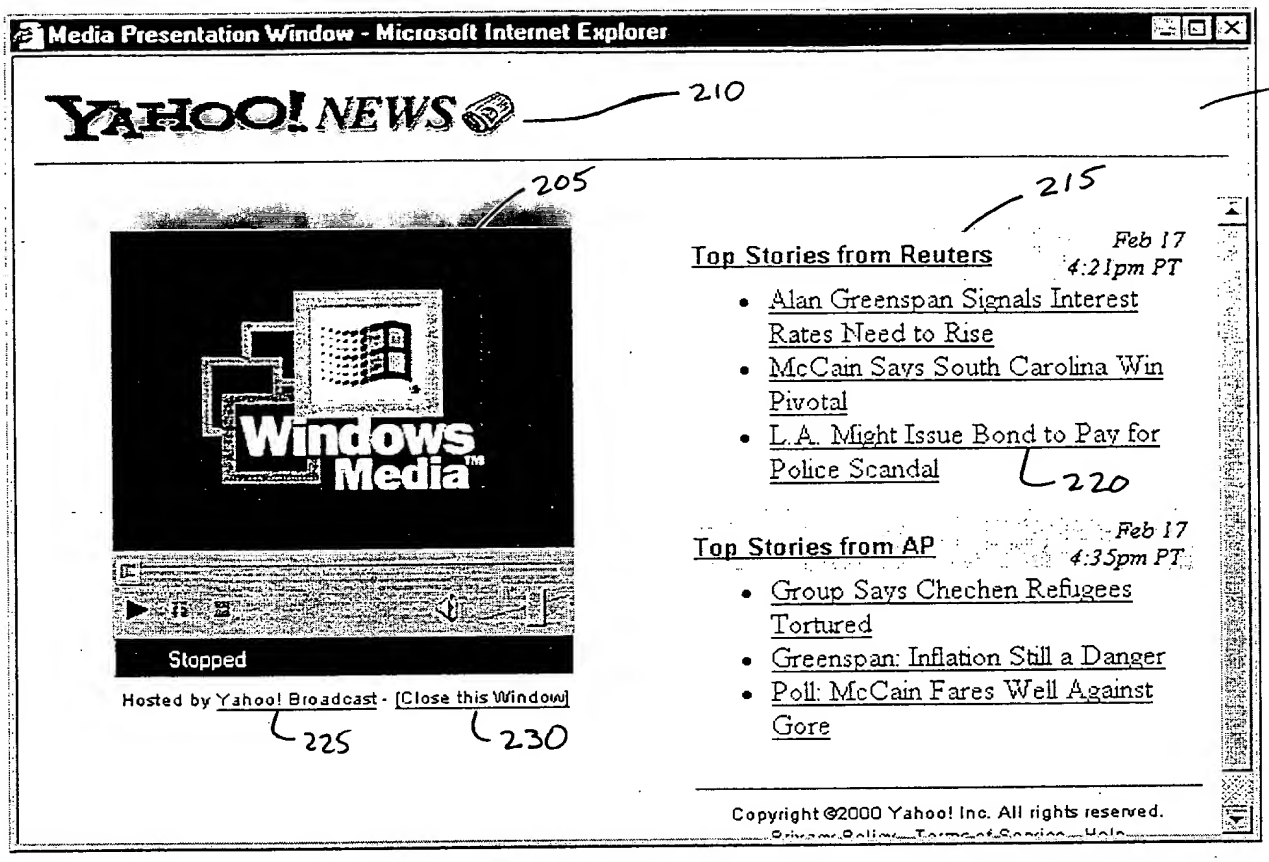
200
Media Presentation Window - Microsoft Internet Explorer
YAHOO! NEWS
210
208
205
215
Windows Media
Stopped
Hosted by Yahoo! Broadcast - [Close this Window]
225
230
Top Stories from Reuters
Feb 17
4:21pm PT
Alan Greenspan Signals Interest Rates Need to Rise
McCain Says South Carolina Win Pivotal
L.A. Might Issue Bond to Pay for Police Scandal
220
Top Stories from AP
Feb 17
4:35pm PT
Group Says Chechen Refugees Tortured
Greenspan: Inflation Still a Danger
Poll: McCain Fares Well Against Gore
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Figure 2

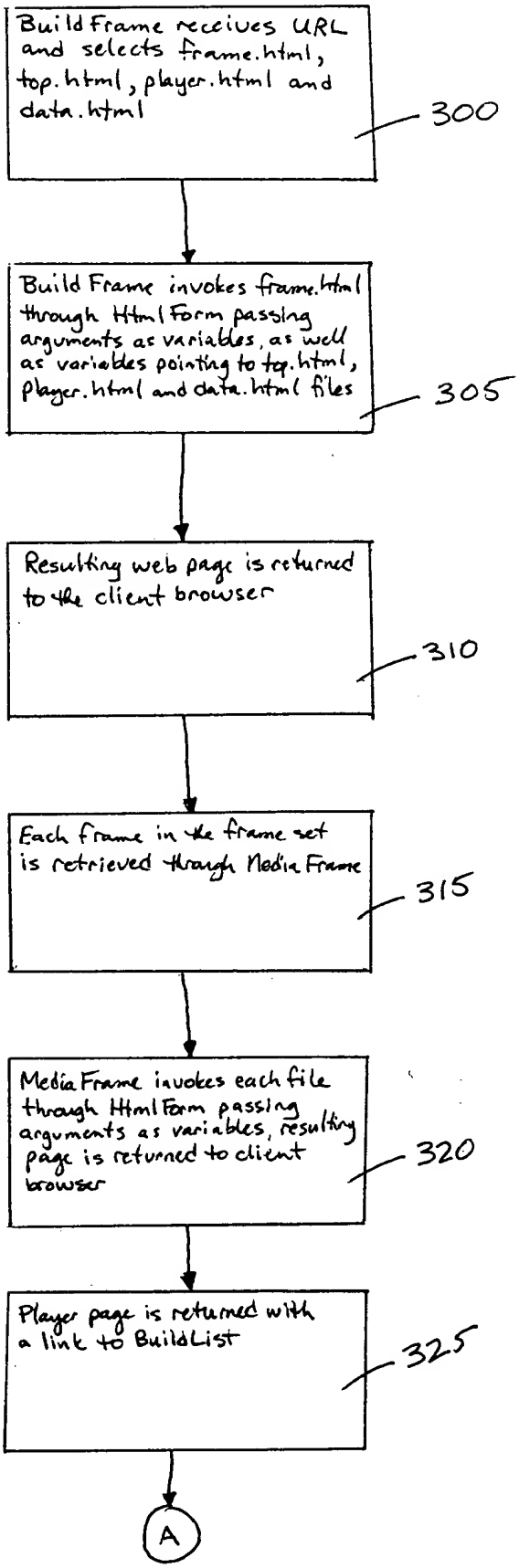
BuildFrame receives URL and selects frame.html, top.html, player.html and data.html
300
BuildFrame invokes frame.html through HtmlForm passing arguments as variables, as well as variables pointing to top.html, player.html and data.html files
305
Resulting web page is returned to the client browser
310
Each frame in the frame set is retrieved through MediaFrame
315
MediaFrame invokes each file through HtmlForm passing arguments as variables, resulting page is returned to client browser
320
Player page is returned with a link to BuildList
325
A

FIGURE 3

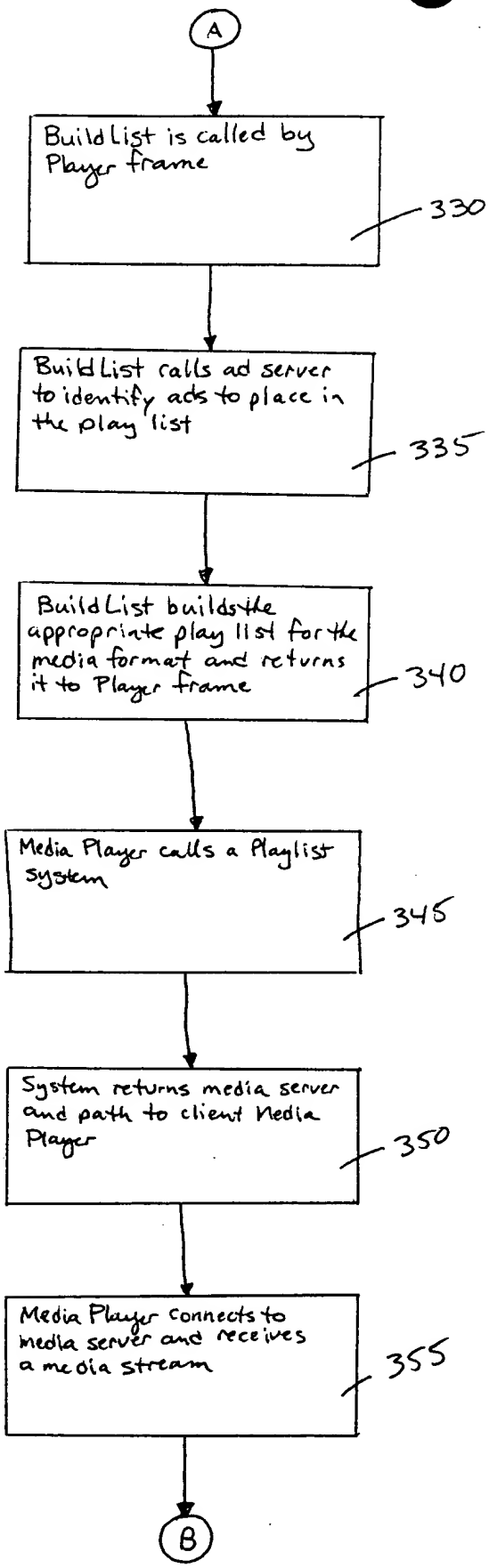
A
BuildList is called by Player frame
330
BuildList calls ad server to identify ads to place in the play list
335
BuildList builds the appropriate play list for the media format and returns it to Player frame
340
Media Player calls a Playlist system
345
System returns media server and path to client Media Player
350
Media Player connects to media server and receives a media stream
355
B

FIGURE 3A

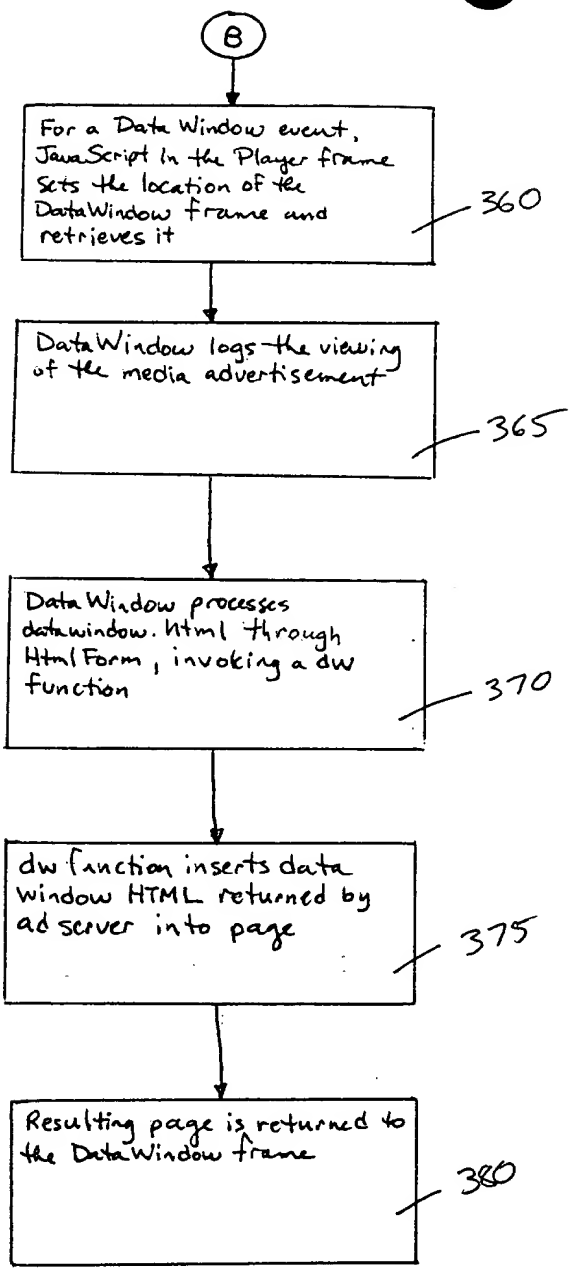
B
For a Data Window event, JavaScript in the Player frame sets the location of the DataWindow frame and retrieves it
360
DataWindow logs the viewing of the media advertisement
365
DataWindow processes datawindow.html through HtmlForm, invoking a dw function
370
dw function inserts data window HTML returned by ad server into page
375
Resulting page is returned to the DataWindow frame
380

FIGURE 3B